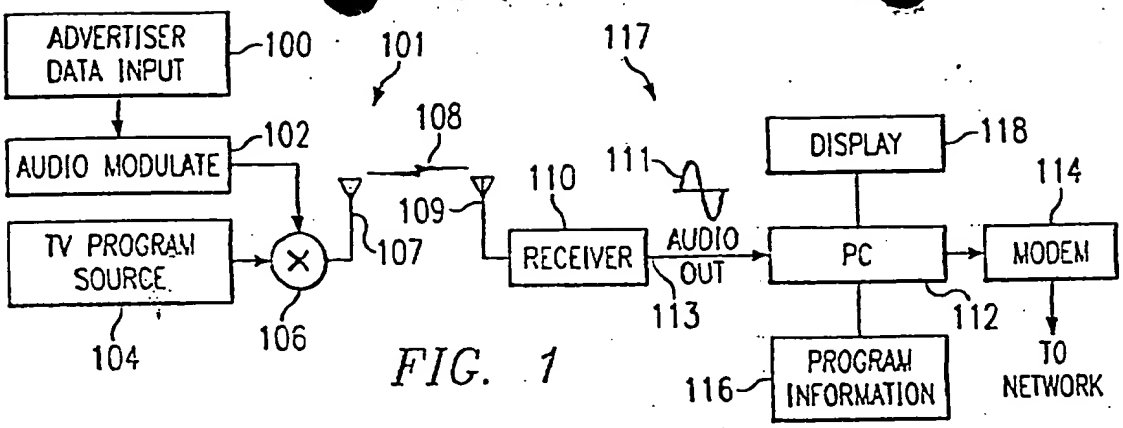


FIG. 1

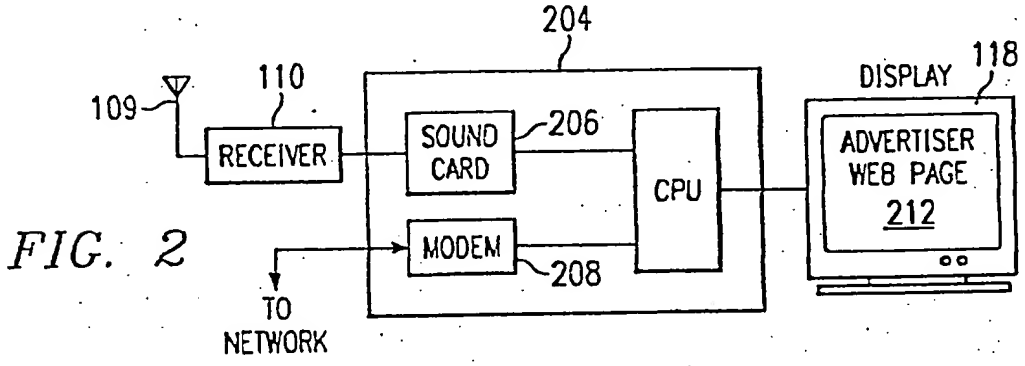


FIG. 2

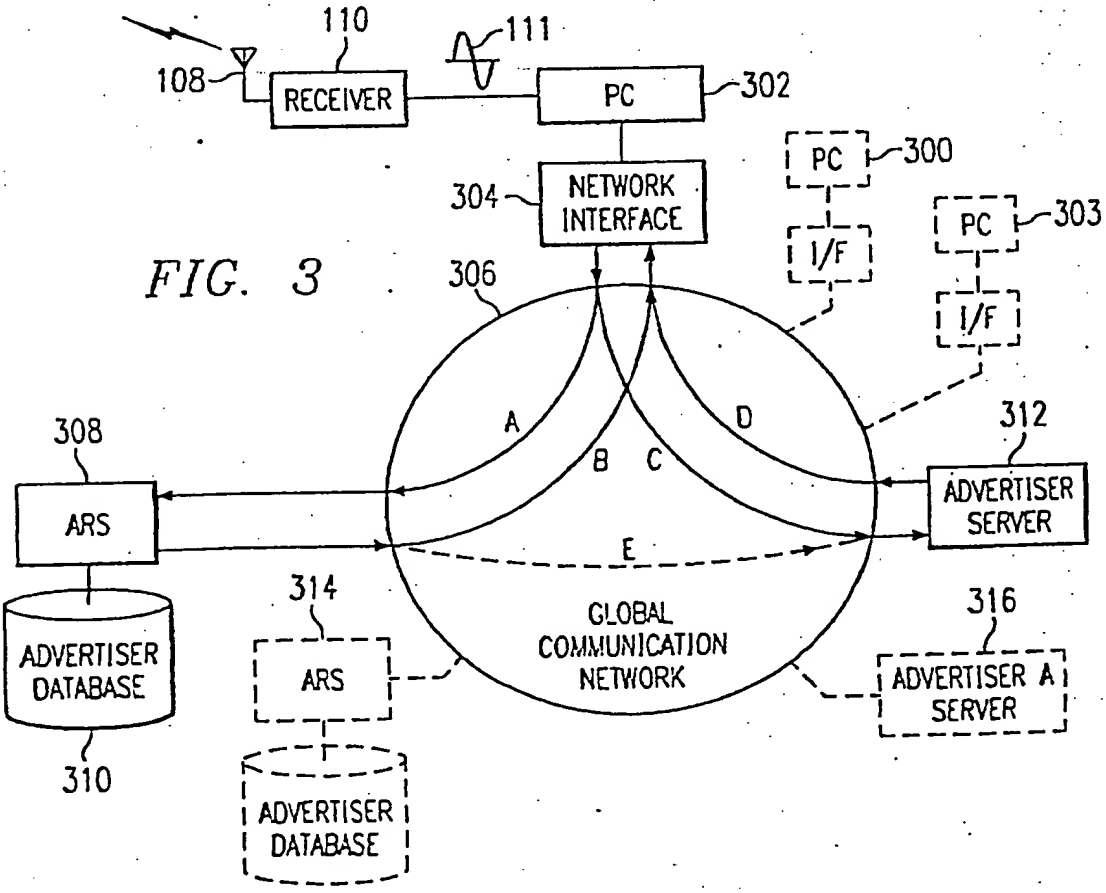


FIG. 3

6661580 - 1428260

PATH A: SOURCE TO ARS

FIG. 4a

PATH B: ARS TO SOURCE

FIG. 4b

PATH C: SOURCE TO ADVERTISER

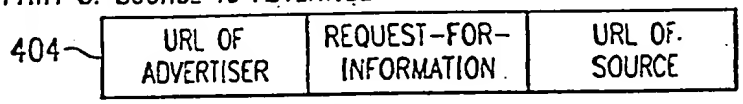


FIG. 4c

PATH D: ADVERTISER TO SOURCE

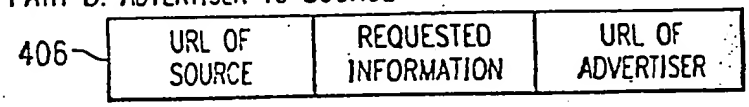


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

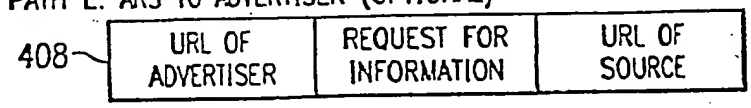


FIG. 4e

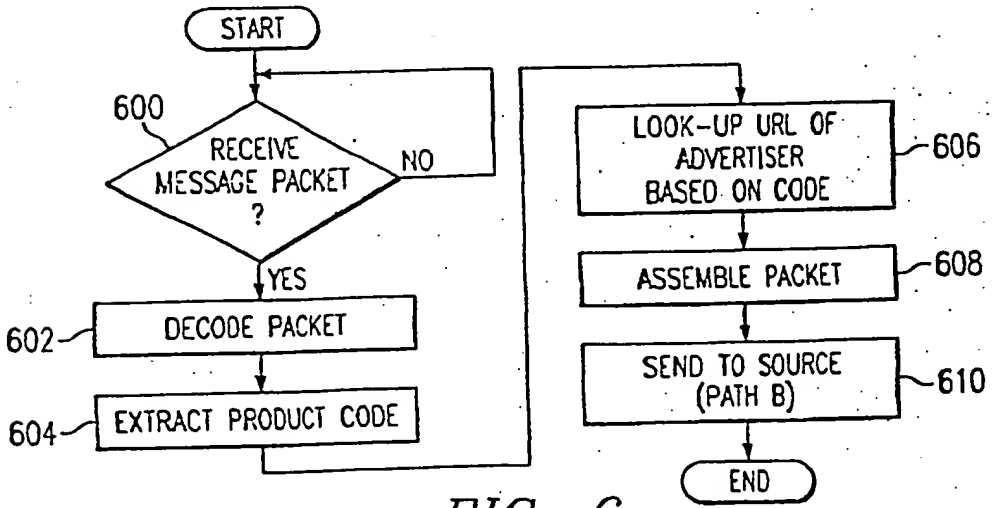


FIG. 6

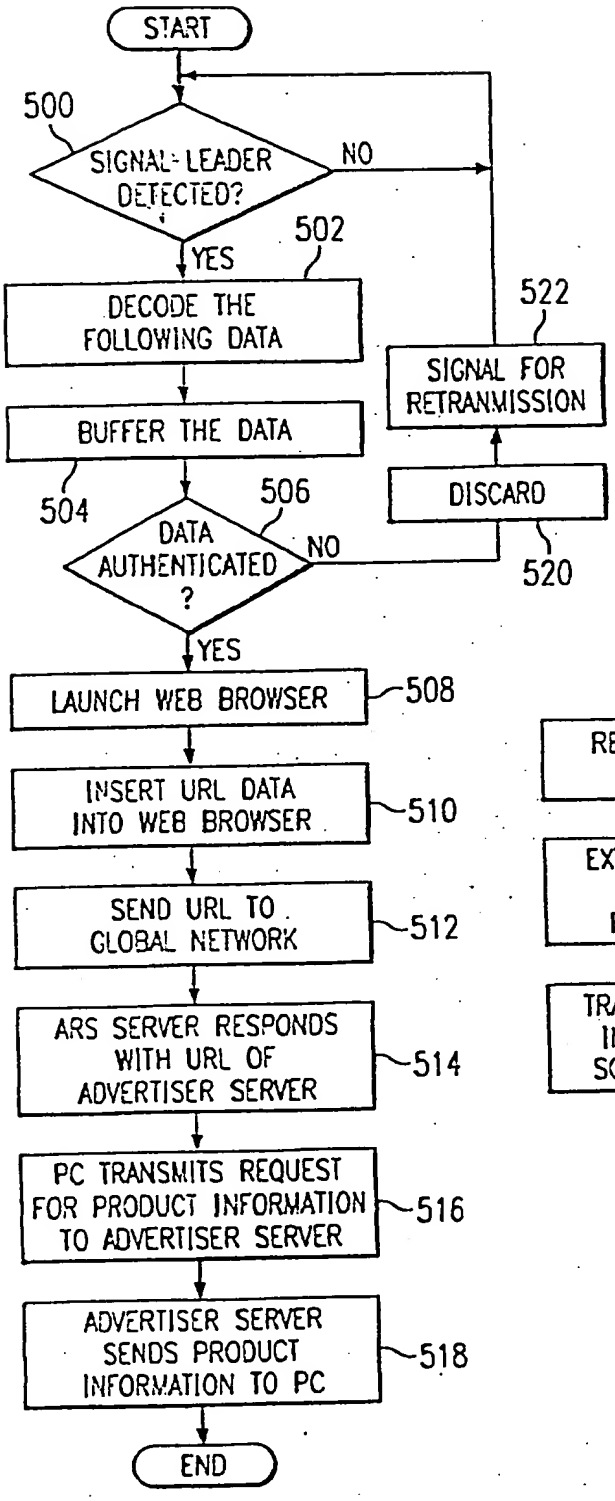

START
500
SIGNAL LEADER DETECTED?
NO
YES
502
DECODE THE FOLLOWING DATA
BUFFER THE DATA
504
506
DATA AUTHENTICATED ?
NO
YES
522
SIGNAL FOR RETRANMISSION
DISCARD
520
LAUNCH WEB BROWSER
508
INSERT URL DATA INTO WEB BROWSER
510
SEND URL TO GLOBAL NETWORK
512
ARS SERVER RESPONDS WITH URL OF ADVERTISER SERVER
514
PC TRANSMITS REQUEST FOR PRODUCT INFORMATION TO ADVERTISER SERVER
516
ADVERTISER SERVER SENDS PRODUCT INFORMATION TO PC
518
END

FIG. 5

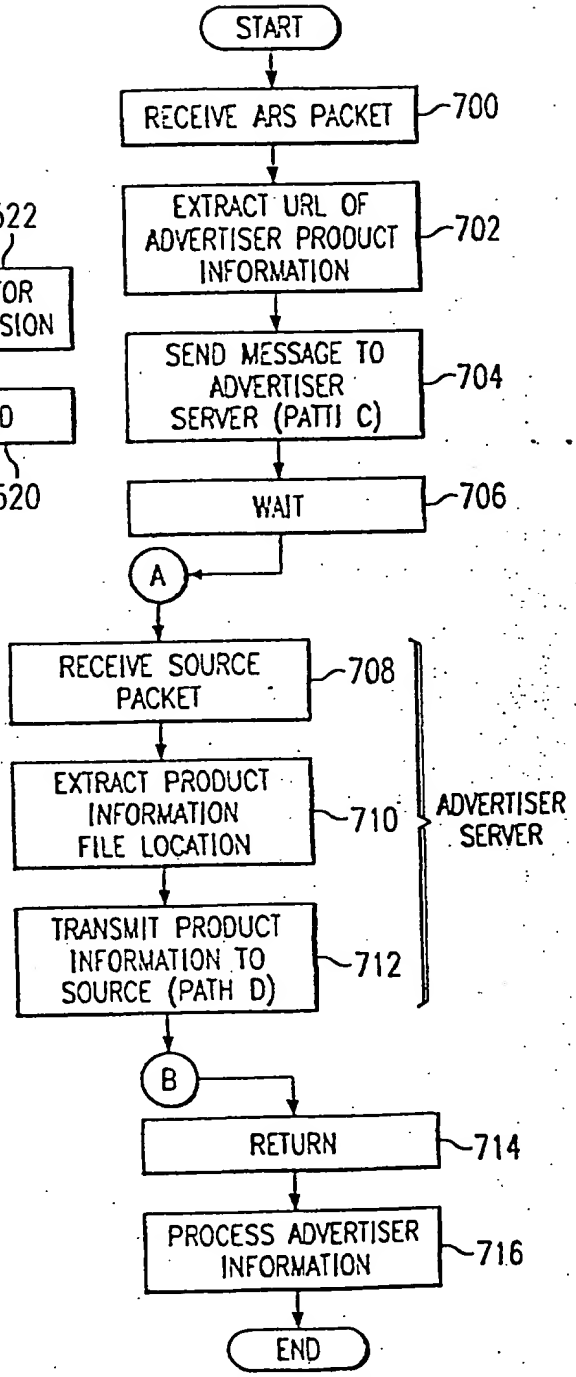

START
RECEIVE ARS PACKET
700
EXTRACT URL OF ADVERTISER PRODUCT INFORMATION
702
SEND MESSAGE TO ADVERTISER SERVER (PATH C)
704
WAIT
706
A
RECEIVE SOURCE PACKET
708
EXTRACT PRODUCT INFORMATION FILE LOCATION
710
TRANSMIT PRODUCT INFORMATION TO SOURCE (PATH D)
712
ADVERTISER SERVER
B
RETURN
714
PROCESS ADVERTISER INFORMATION
716
END

FIG. 7

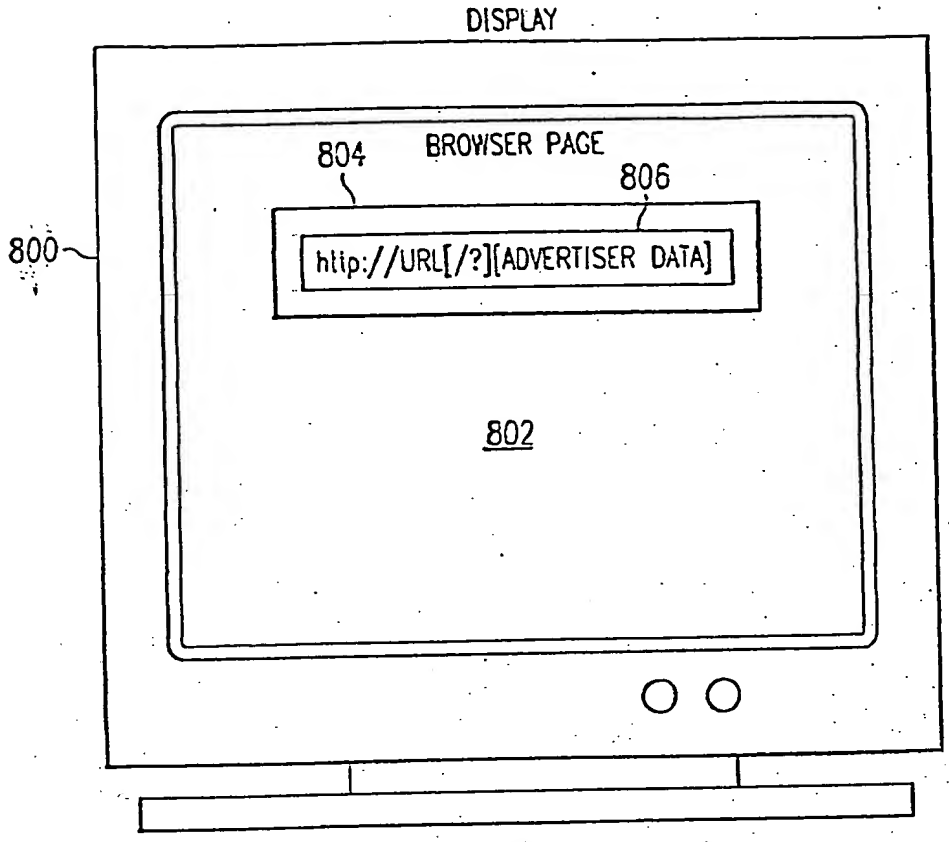
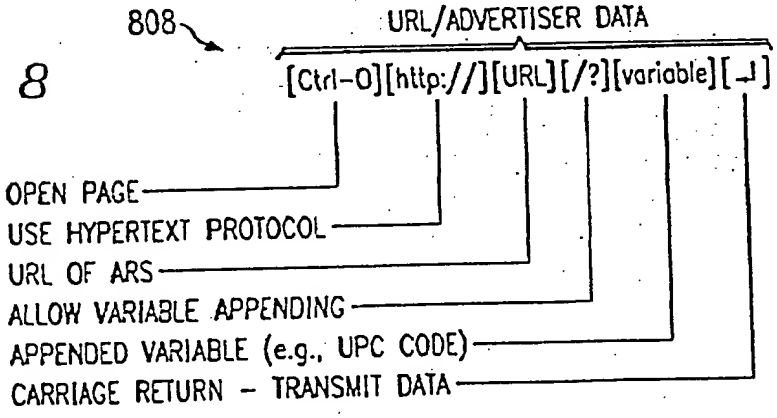

DISPLAY
800
804
BROWSER PAGE
806
http://URL[/?][ADVERTISER DATA]
802

FIG. 8


808
URL/ADVERTISER DATA
[Ctrl-O][http://][URL][/?][variable][↵]
OPEN PAGE
USE HYPERTEXT PROTOCOL
URL OF ARS
ALLOW VARIABLE APPENDING
APPENDED VARIABLE (e.g., UPC CODE)
CARRIAGE RETURN – TRANSMIT DATA

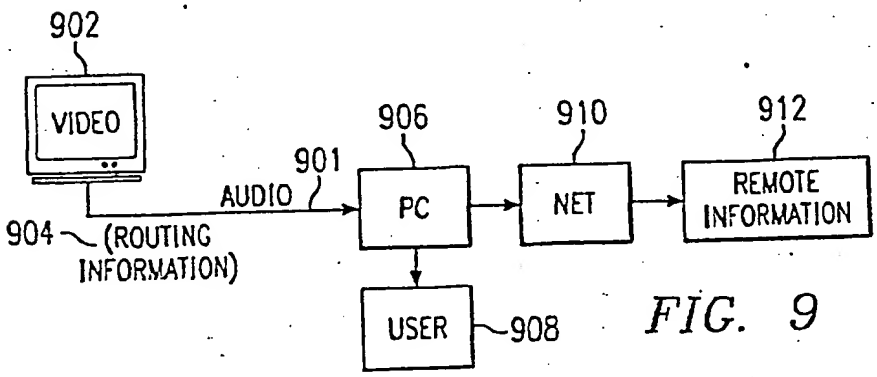

902
VIDEO
906
910
912
901
AUDIO
PC
NET
REMOTE INFORMATION
904
(ROUTING INFORMATION)
USER
908

FIG. 9

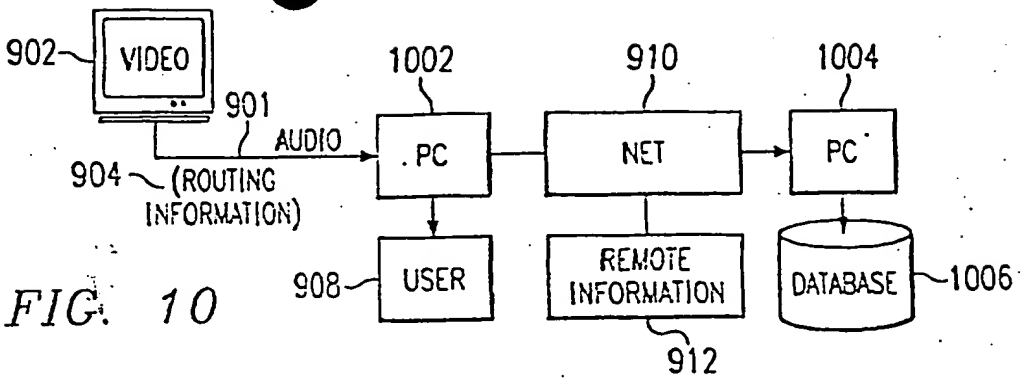


FIG. 10

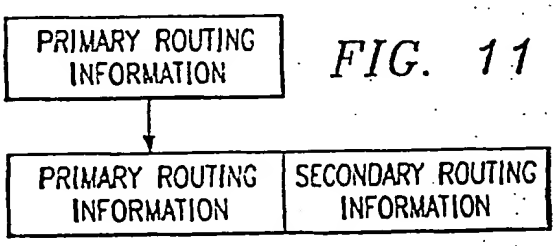


FIG. 11

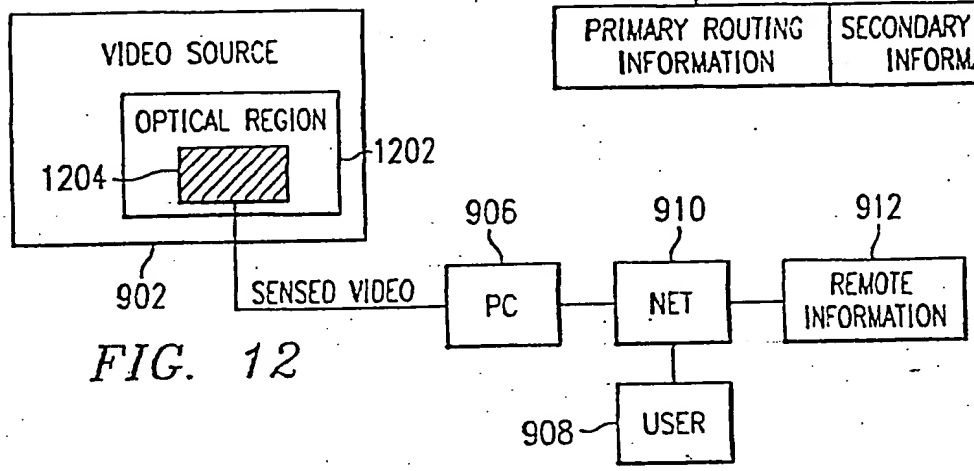


FIG. 12

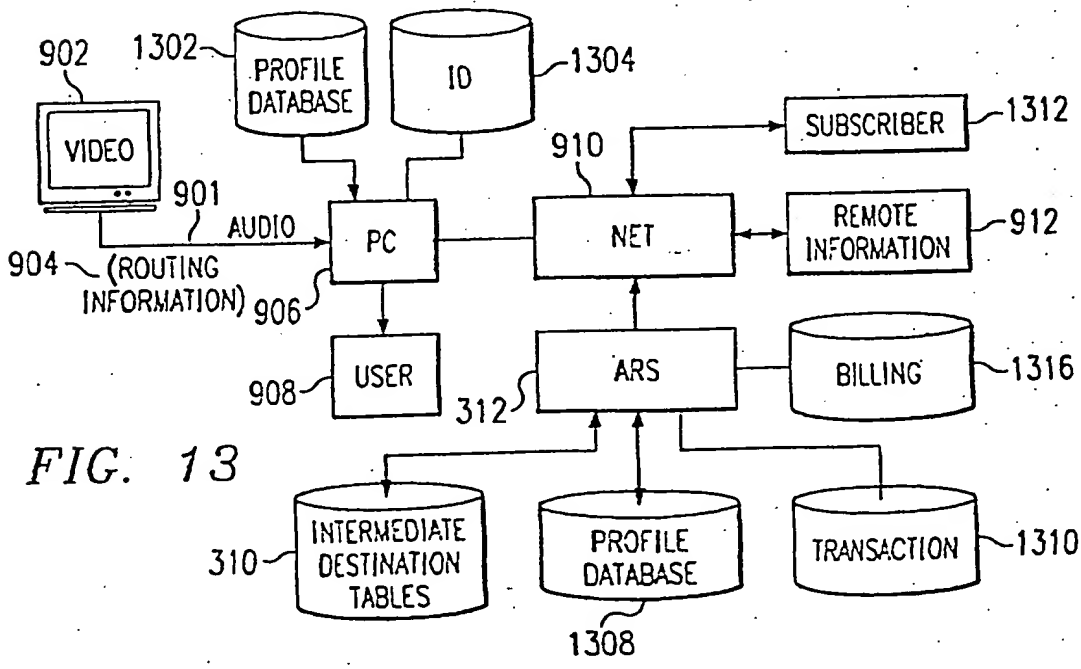


FIG. 13

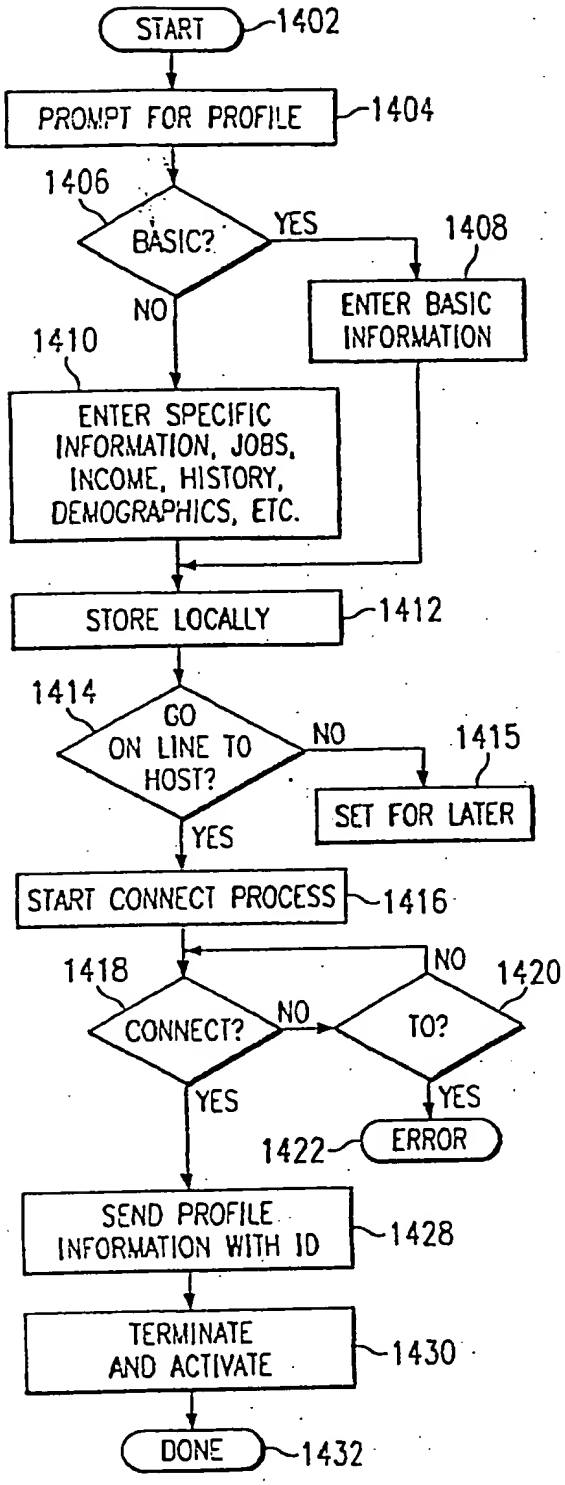

START
1402
PROMPT FOR PROFILE
1404
1406
BASIC?
YES
1408
ENTER BASIC INFORMATION
NO
1410
ENTER SPECIFIC INFORMATION, JOBS, INCOME, HISTORY, DEMOGRAPHICS, ETC.
STORE LOCALLY
1412
1414
GO ON LINE TO HOST?
NO
1415
SET FOR LATER
YES
START CONNECT PROCESS
1416
1418
CONNECT?
NO
NO
1420
TO?
YES
YES
1422
ERROR
SEND PROFILE INFORMATION WITH ID
1428
TERMINATE AND ACTIVATE
1430
DONE
1432

FIG. 14

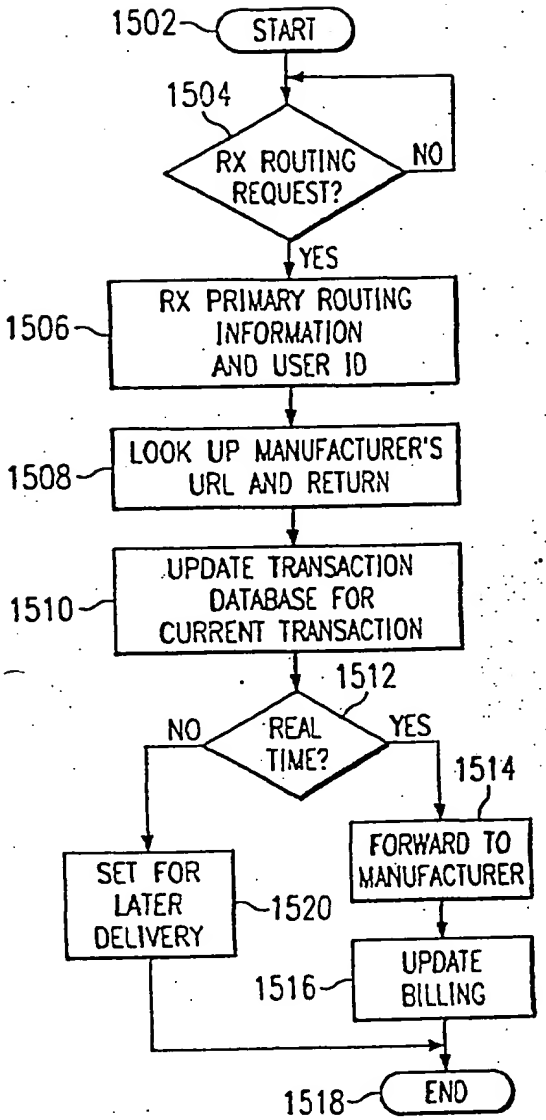

1502
START
1504
RX ROUTING REQUEST?
NO
YES
1506
RX PRIMARY ROUTING INFORMATION AND USER ID
1508
LOOK UP MANUFACTURER'S URL AND RETURN
1510
UPDATE TRANSACTION DATABASE FOR CURRENT TRANSACTION
1512
NO
REAL TIME?
YES
1514
FORWARD TO MANUFACTURER
SET FOR LATER DELIVERY
1520
1516
UPDATE BILLING
1518
END

FIG. 15

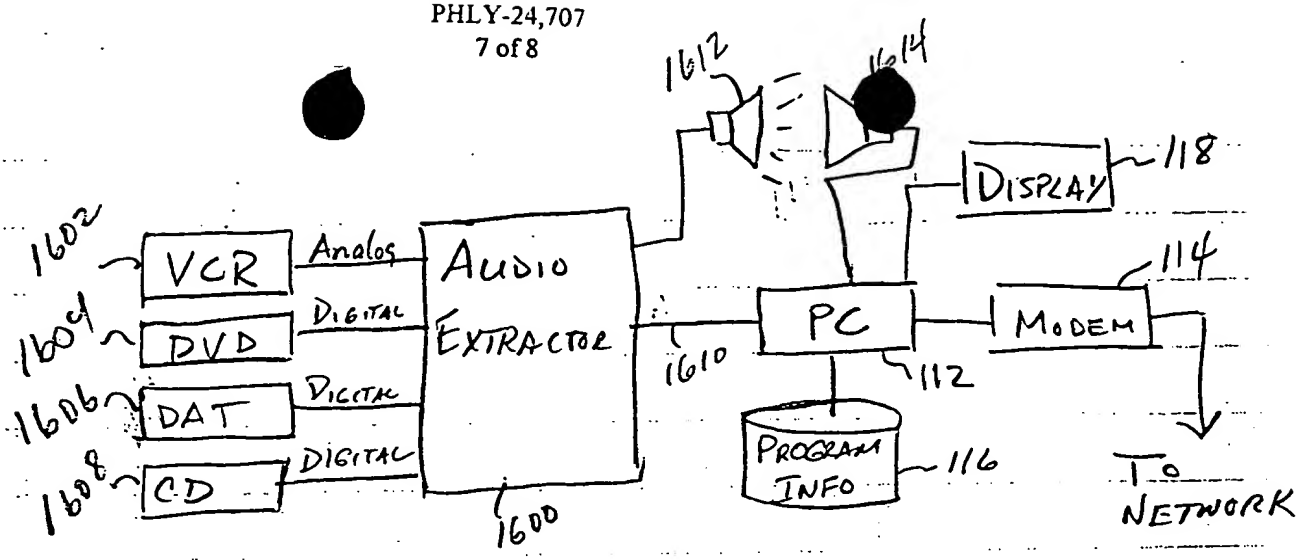

1612
1614
DISPLAY
118
1602
VCR
ANALOG
AUDIO
EXTRACTOR
1604
DVD
DIGITAL
PC
MODEM
114
1606
DAT
DIGITAL
1610
112
1608
CD
DIGITAL
PROGRAM INFO
116
TO NETWORK
1600

FIG. 16

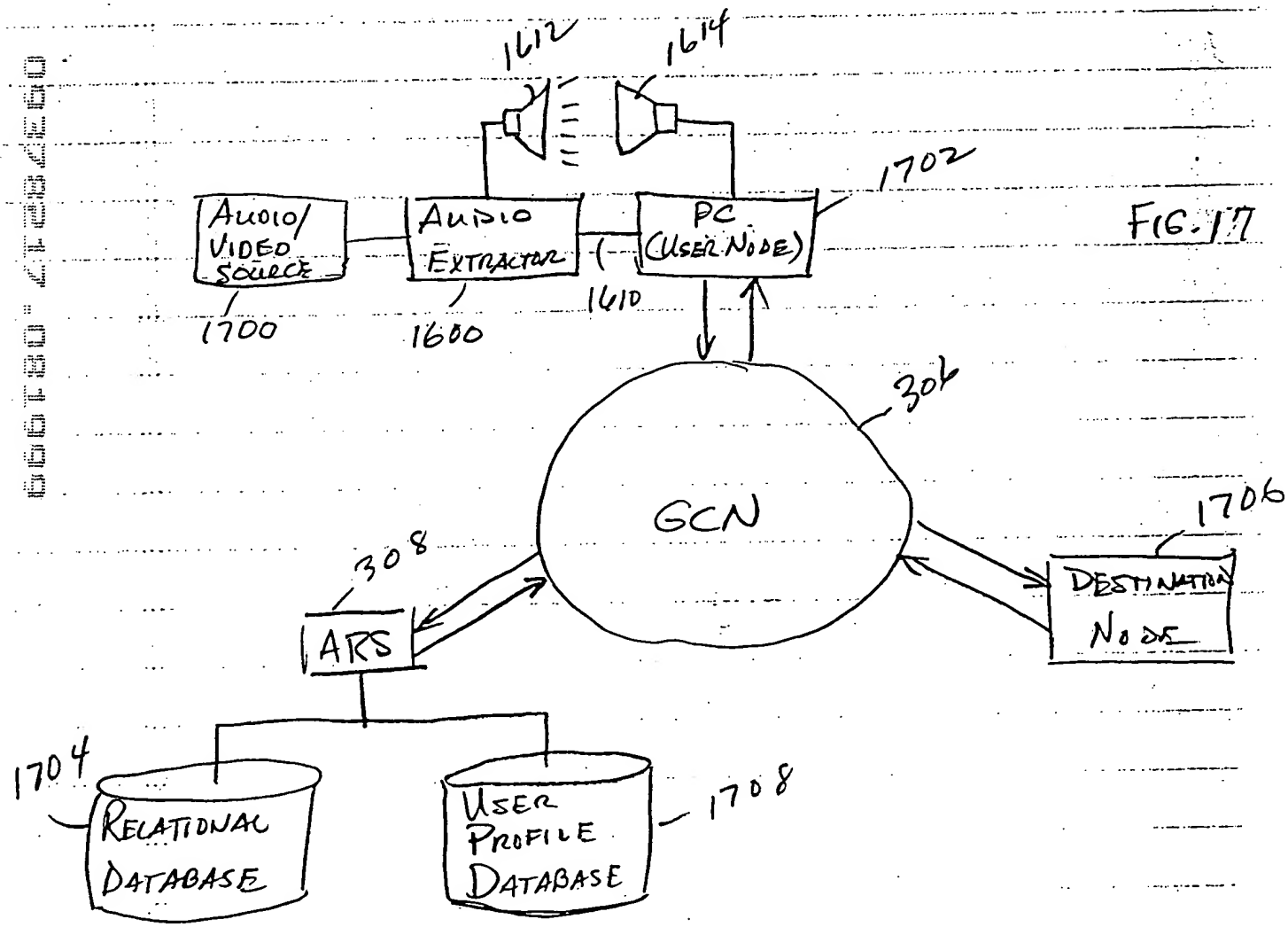

1612
1614
1702
AUDIO/ VIDEO SOURCE
AUDIO EXTRACTOR
PC (USER NODE)
1700
1600
1610
304
GCN
1706
308
DESTINATION NODE
ARS
1704
RELATIONAL DATABASE
USER PROFILE DATABASE
1708

FIG. 17

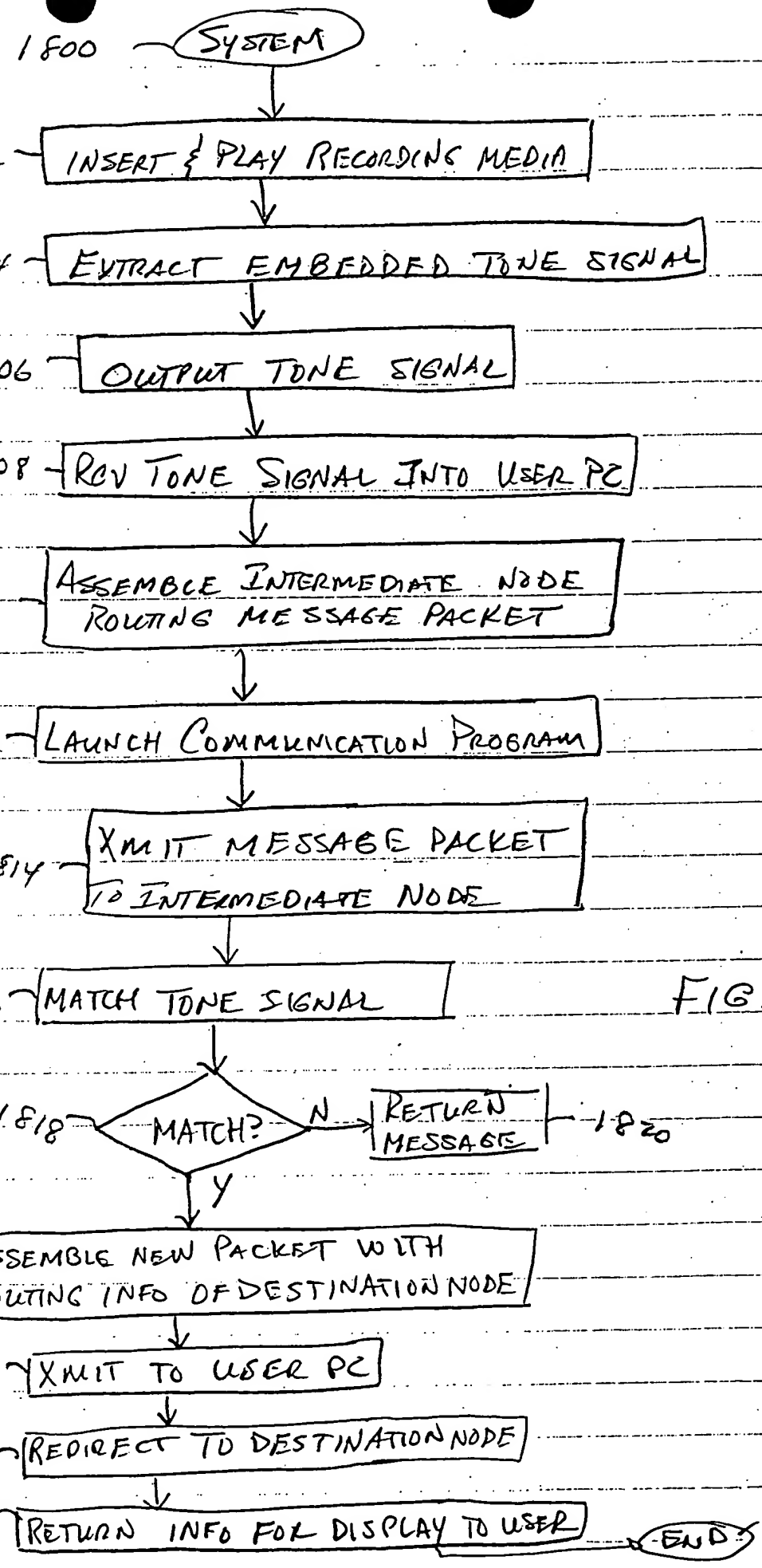

1800
SYSTEM
1802
INSERT & PLAY RECORDING MEDIA
1804
EXTRACT EMBEDDED TONE SIGNAL
1806
OUTPUT TONE SIGNAL
1808
RCV TONE SIGNAL INTO USER PC
1810
ASSEMBLE INTERMEDIATE NODE ROUTING MESSAGE PACKET
1812
LAUNCH COMMUNICATION PROGRAM
1814
XMIT MESSAGE PACKET TO INTERMEDIATE NODE
1816
MATCH TONE SIGNAL
1818
MATCH?
N
RETURN MESSAGE
1820
Y
1822
ASSEMBLE NEW PACKET WITH ROUTING INFO OF DESTINATION NODE
1824
XMIT TO USER PC
1826
REDIRECT TO DESTINATION NODE
1828
RETURN INFO FOR DISPLAY TO USER
1830
END

FIG. 18